



AL MOUTMIR

ANNUAL ACTIVITY REPORT 2018-2019

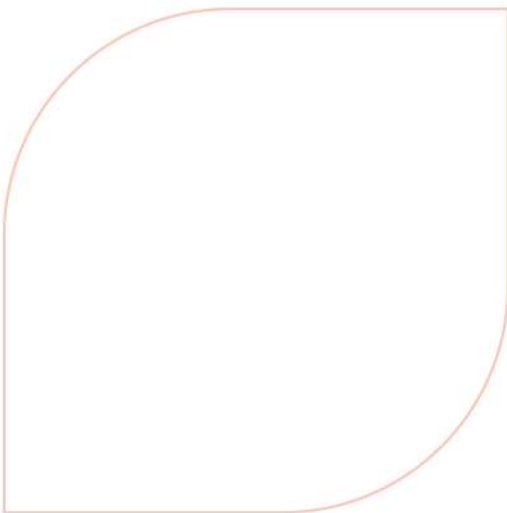




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His Majesty King Mohammed VI May God Glorify Him

“The agricultural sector can be a more efficient provider of jobs and a more effective instrument for ensuring the best living and settlement conditions in rural areas. This is the reason we are calling for a consolidation of the gains made in the agricultural sector including the creation of new job and income generating activities, especially for young people in rural areas.”

*Extract from the speech of
His Majesty King Mohammed VI
October 12th, 2018*



EDITORIAL



Fatiha CHARRADI

Vice President Local Market-Farming Development
OCP

As a historical partner for more than 99 years of agriculture and farmers in Morocco, OCP remains strongly mobilized to further support the transformation of the sector. Aware of the challenges facing the sector and also of the opportunities for inclusion and socio-economic development it offers both for the rural environment and for the entire country, OCP launched the AI Moutmir initiative. The latter thus consolidates the strong commitment to support the national dynamic and to bring out innovative development models that create impact and value for the entire value chain with a particular focus and attention to small farmers.

One year has already passed since the launch of the AI Moutmir initiative. One year is probably not much to take stock, but it has been enough to help us confirm and tailor, not an approach or an offer, but rather basic principles to better serve the sector. Indeed, this first year has allowed us to confirm that strategic orientations are important in an approach, but they are more effective if they are based on a detailed knowledge of the specificities of regions and communities in order to focus the effort towards solutions that are adapted, economically viable and socially acceptable.

Our team in the field, thanks to this year's proximity work, has enabled us to experience the dynamics of the sector on a daily basis, to get a close look at the challenges facing farmers and, above all, to measure the extent of the potentialities that can be captured in particular those that can be addressed by OCP via tailor-made farming solutions.

This first edition confirms that the rural environment abounds with potentialities which are these men and women who are the real agents of change and who carry the transformation of the sector on a daily basis. And in particular these young people, innovative, resilient and forward-looking as long as they are considered as such.

Our sincere thanks to the farmers and all the other partners who have helped shape the progress of the initiative, in particular the Ministry of Agriculture, Fisheries, Rural Development, Water and Forestry, our scientific, technological and industrial partners for their commitment and mobilization to co-construct and maximize the impact on the ground.

And it is building on the strength of the farmers' trust, and with humility and abnegation that we are committing the continuation of this project, a human adventure, to better serve communities.



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01

REACH

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Reach for Al Moutmir means going to the field and meeting the driving forces of the rural world: farmers, young entrepreneurs, actors of cooperatives, EIG, local authorities, associations, manufacturers, scientists, etc. Our main objective: meet these stakeholders, listen to them, understand them in order to design and implement adapted farming solutions together.

To **reach** is to be permanently based as close as possible to the farmers, to live with communities and to co-develop farming solutions with them.





Mr. Alaoui, a farmer observing with the Al Moutmir agronomist engineer the quality of yield at a wheat demonstration platform. Sidi Kacem

AGRICULTURE IN MOROCCO, A KEY SECTOR...

An important contribution to economic growth

Agricultural activity is one of the key pillars of Moroccan economy. Agriculture contribution to national economy is considerable with 74 billion dirhams, corresponding to 14% of the Gross Domestic Product (GDP).

Agricultural exports represent between 15 and 21% of global exports.

An important job provider

In rural areas, almost three quarters of the working population get their income from agriculture.

The agricultural sector is one of the main job providers

Use of Utilised Agricultural Area

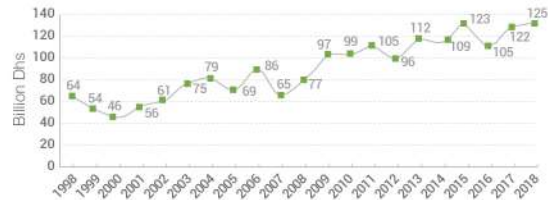
Covering nearly 8.7 million hectares, the usable agricultural area is rich in agro-climatic systems that allow it to produce a very wide range of agricultural products.

The size of the cereal area (59% of the UAA*) as well as the fallow (12% of the UAA) testify to the enormous possibilities for intensification and reconversion.

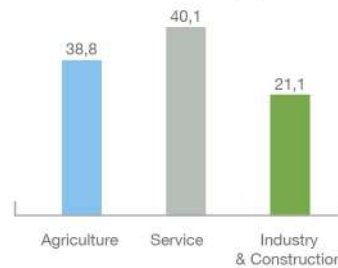
This potential is also reflected by the profitability gap related to the use of land: while cereals monopolize 59% of the UAA and only contribute 18% of the overall value of agricultural production, vegetables, with only 3% of the UAA contribute 21% of the overall agricultural production.

This shows the impressive potential for growth, further reinforced by national food demand and that of our trading partners.

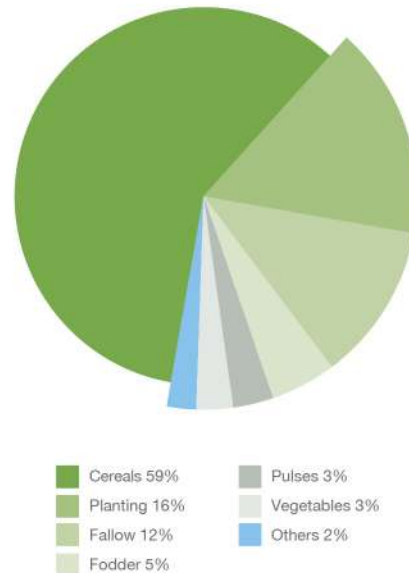
Gross Domestic Product of the agricultural sector



Employment structure according to economic sector (%)



Distribution of UAA* depending on the type of use



*Utilised Agricultural Area

Source: Agriculture in figures 2018 - Ministry of Agriculture and Fisheries, Rural Development and Water and Forests

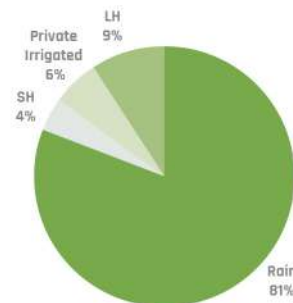
DESPITE ITS DIFFERENT CHALLENGES...

Agriculture in Morocco faces several challenges.

Limited water resources

Faced with the context of climate change coupled with the relative scarcity of water, agriculture in Morocco faces the challenge of limited water resources. Only around 19% of the UAA is irrigated.

Distribution of the UAA according to the type of irrigation



Source: Agriculture in figures 2018 - Ministry of Agriculture and Fisheries, Rural Development and Water and Forests

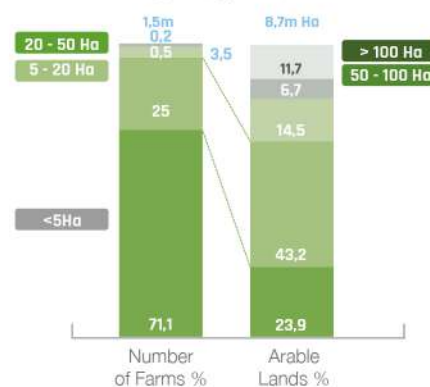
Land fragmentation

71% of farms are less than 5 ha, they represent only 24% of the total arable land.

Low and unbalanced use of fertilizers

The average rate of nutrient use of crops in Morocco is estimated at 66 kg (N + P₂O₅ + K₂O)/ha. It varies from 0 in dry areas to 1,200 kg (N + P₂O₅ + K₂O)/ha in irrigated areas. One third of fertilizer consumption is used by sugar crops, citrus fruits and vegetable crops, which occupy less than 5% of agricultural land. Cereals, which represent 59% of the cultivated area, represent around 43% of the total tonnages. On average, only 45% of farms use fertilizers.

Soil fragmentation



Source: Agriculture in figures 2018 - Ministry of Agriculture and Fisheries, Rural Development and Water and Forests



Source: INRA 2018

Indeed, and in a context of climate change, the rationalization of the natural resources management becomes an imperative. Farmers will need to optimize all production factors. It is necessary to enable them to generate a satisfactory margin by providing them with adequate tools so that they can live with dignity from their agricultural activity.



OCP, A PARTNER COMMITTED TO UNLOCK THE POTENTIAL OF AGRICULTURE IN MOROCCO

As a historical partner of agriculture, OCP remains strongly committed alongside the entire ecosystem in order to support the transformation of this sector not only in Morocco, but in Africa and around the world as well. Its goal is to contribute to the emergence of inclusive agricultural development models that create a lasting value and impact.

In a partnership approach with the Ministry of Agriculture, Fisheries,

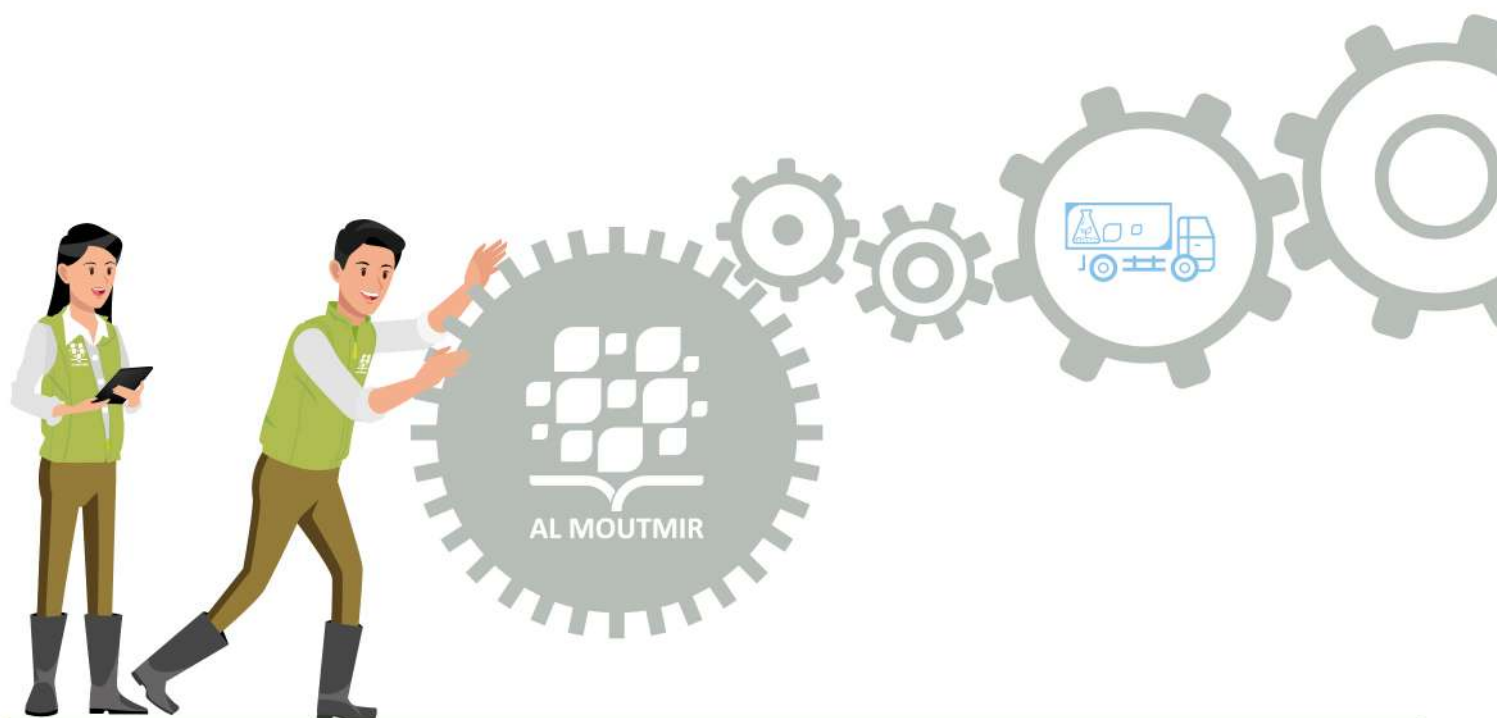
Rural Development and Water and Forests, OCP, through Al Moutmir initiative, mobilizes its teams in order to support farmers, especially small ones, as closely as possible. It therefore continuously stimulates the innovation loop with the different driving forces of the agricultural sector to respond with agility to the challenges of agriculture and to help find new adapted and accessible solutions for all.



OUR MISSION

Encourage the establishment of an economically viable and sustainable agriculture.

AGRICULTURE
=
BUSINESS



OUR LEVERS



Implementation of an innovative local agricultural development model. Our goal is to help promote a profitable and a prosperous agriculture.



Development of an integrated offer based on research, science and innovation.



Mobilization of technical and human resources.



Use of digital technologies as an essential lever for more proximity.





Al Moutmir agricultural engineer exchanging with the farmer Omar Ait Rouhi about the use of fertilizer for olive trees. Al Houaz

SUPPORTING THE SHIFT OF THE NATIONAL CONSUMPTION TOWARDS CUSTOMIZED AND ADAPTED FERTILIZER

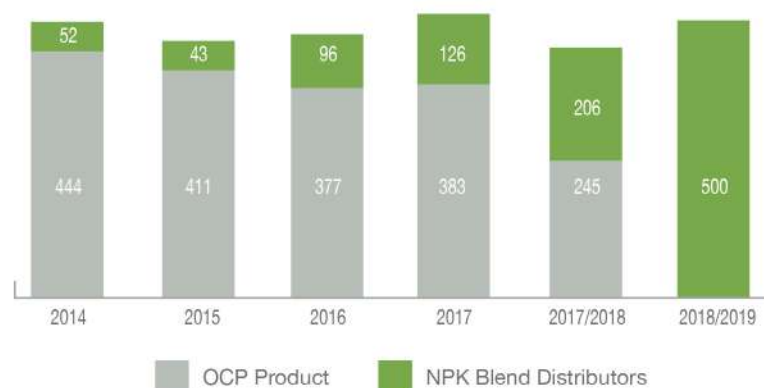
To improve yields while preserving natural resources

OCP and its manufacturer-distributor partners continue to support the sector by supplying the national market with regional NPK fertilizers.

In fact, OCP supplies the market via its manufacturer-distributor partners within the framework of package contracts of phosphate fertilizers, in addition to potassium and nitrogen fertilizers. The objective is to provide the farmers with fertilizer formulas adapted to their crops and regions in the best conditions. OCP manufacturer-distributor partners, who have the necessary technological equipment for mixing “Bulk-Blending”, manufac-

ture these formulas. The latter are based on the recommendations of Morocco Soil Fertility Map that is the result of a reference partnership between OCP and the Ministry of Agriculture and Fisheries, Rural Development, Water and Forestry, and carried by the national scientific consortium composed of INRA, IAV and ENA. These fertilizers are sent to the various regions of the Kingdom and marketed through a national network of retailers who help to supply farmers with adequate fertilizers in the best conditions.

Package contracts between OCP and its distributors



11 formulas

of regional NPK blend fertilizer

now available following the recommendations
of Morocco Soil Fertility Map

 **CEREALS**

-  NPK 15-30-10
-  NPK 10-20-20
-  NPK 09-23-30



 **PULSES**

-  NPK 10-30-10
-  NPK 06-30-20
-  NPK 10-30-20
-  NPK 10-25-15



 **OLIVE TREES**

-  NPK 10-15-25
-  NPK 15-20-10
-  NPK 15-20-25
-  NPK 10-20-30



CUSTOMIZED FERTILIZERS THANKS TO SMART BLENDER TECHNOLOGY

OCP has also set up a Smart Blender offer to develop a customized proximity offer.

Smart Blender technology enables the production of customized NPK fertilizers and thus promotes balanced fertilization of crops and soils.

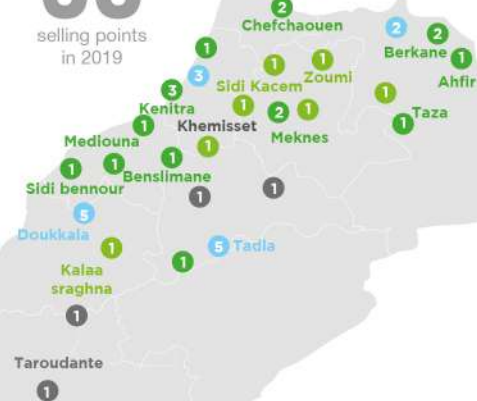
The use of customized NPK fertilizers contributes to the improvement of yields and the protection of the environment.

Smart Blender technology is deployed today thanks to our fertilizer manufacturers-distributors and aggregators partners. Over 30 selling points are operational in different provinces as close as possible to farmers.



Over **30** selling points in 2019

الوكالة الوطنية للأسمدة NPK
SMART BLENDER لتخصيب المحاصيل



- COSUMAR
- FERTI AFRICA
- FERTIKA
- INVESTORS

Manufacturers and distributors

Group



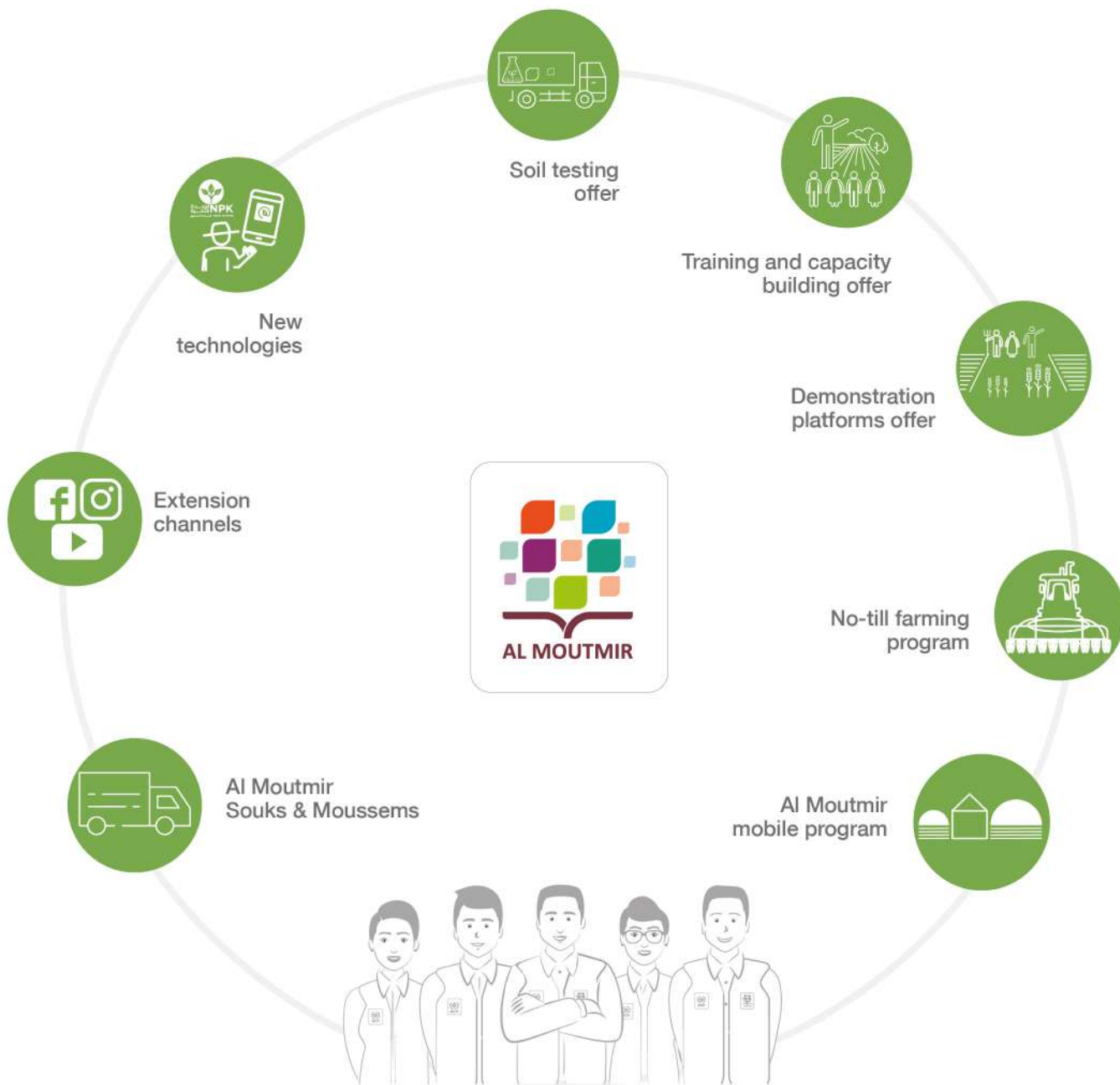
AL MOUTMIR: A MULTI-SERVICE OFFER TO BETTER SERVE FARMERS

Al Moutmir is an agile and integrated multi-service initiative based on scientific research and innovation. This offer includes a range of innovative and customized technical and technological solutions. Al Moutmir is carried in the field by a team of agronomists engineers permanently settled in the different provinces of the Kingdom. The aim is to contribute to the emergence of a new development model for a more profitable and sustainable agriculture, especially for small farmers.

The program is activated in 3 key stages: reach, learn and empower. We go to the field, we connect to communities, we learn from the data collected and relationships main-

tained with farmers, which then allows us to co-develop tailor-made solutions. We continuously stimulate the innovation loop with the various stakeholders to respond with agility to the challenges of the ecosystem and bring out new solutions that are adapted and accessible to everyone.

Al Moutmir is implemented within the framework of a partnership approach with the various actors of the agricultural sector, in particular the Ministry of Agriculture, Fisheries, Rural Development and Water and Forests, the National Scientific Consortium, local players as well as fertilizer manufacturers-distributors and retailers.



A TEAM OF AGRONOMISTS ENGINEERS

permanently settled
in different areas of the Kingdom



HIGHLIGHTS



Implementation of the AI Moutmir mobile program in 28 provinces

The AI Moutmir mobile program provincial tour lasted over 9 months and witnessed the organization of several agricultural extension sessions. These included one to one meetings to explain to farmers the results of soil testing and fertilization recommendations, exchanges with our fertilizer distributor partners, presentation of new digital solutions to facilitate decision-making such as @tmar, demonstration sessions of the NPK custom fertilizer production unit "Smart Blender" as well as question/answer sessions with our agronomic experts.



Demonstration Platforms Programs: seeing is believing

AI Moutmir demonstration platforms program, a real lever for agricultural extension, moves from 2000 to 4000 demonstration platforms covering several provinces. New crops are being introduced this year (palm trees, fig, apple, peanuts, etc.). Customized fertilization programs are developed and implemented by agricultural engineers in partnership with our scientific and industrial partners.



AI Moutmir mechanization workshop: agronomic knowledge and mechanical expertise made available to farmers

Launch of AI Moutmir workshop in Khouribga in January 2019 in collaboration with Ateliers Centraux OCP and Act4Community. The objective of this workshop is to make use of agricultural and technical expertise in order to develop innovative mechanization solutions adapted to the needs of small farmers.

HIGHLIGHTS



Partnership with Cosumar to promote customized fertilization

Reinforcement of OCP/Cosumar partnership in order to promote the use of customized fertilizers in the sugar industry. The pilot covers 500 hectares of sugar beet in the Tadla region. OCP has made available to the 200 farmers an intelligent production unit "Smart Blender" allowing the production of NPK fertilizers adapted to the soil and the needs of their crops. In this respect, 60 custom NPK formulas have been produced using Smart Blender technology.



Presentation of AI Moutmir initiative at the 9th edition of the Argus FMB in Marrakech

AI Moutmir team invited to the Argus Africa Fertilizer (FMB) conference to present AI Moutmir initiative. The initiative aroused great interest among participants from the African continent. On this occasion, and on the sidelines of his participation in the FMB, the Tanzanian Minister of Agriculture, Japhet Hasunga, visited the AI Moutmir mobile program which was stopping by Guemmassa in the region of Marrakech.



Participation in the International Exhibition of Agriculture in Morocco - SIAM from April 12 to 19 in Meknes

Many constructive discussions between the AI Moutmir team and the farmers from all over the Kingdom around the new agricultural solutions developed by OCP.

Visitors were very keen on discovering the digital solutions offered: @tmar application, a wide range of agricultural and technical services, Agripedia, the digital scientific repository and many other technologies developed to better serve farmers.

HIGHLIGHTS



Launch of the AI Moutmir Open Innovation Lab platform

On July 4, 2019, OCP launched the AI Moutmir Open Innovation Lab which is part of the exchange dynamic initiated by OCP with the various actors involved in the development of the agricultural sector. Its objective is to explore innovative models in different fields capable of promoting the development of prosperous and sustainable agriculture in Morocco and Africa. The first edition dealt with models of demonstration platforms. The second edition was organized on October 15th in order to pay tribute to rural women and explore potential levers that enable them to contribute alongside men to the design and implementation of the new model of agricultural development in our country.



AI Moutmir Model presented in Dubai at the "Global Forum on Innovations For Marginal Environments" (GFIME)

AI Moutmir took part in the "Global Forum on innovations for Marginal Environments" organized in Dubai from 20th to 22nd November 2019 by the International Center for Biosaline Agriculture (ICBA). Ms. Fatiha Charradi, VP Local Market Farming Dev, took part in the opening panel and shared with the participants the OCP model with a focus on the levers to activate in order to optimize yields in marginal environments. Over 300 participants from different backgrounds attended this event: research, university, academic, industrial, political, economic, environmental, etc.



Launch of the "No Till" program to help agriculture meet the challenges of climate change and preserve resources.

Launch in October of the "No Till" program which is part of OCP efforts to increase the resilience of agriculture to climate change. For the first phase of this initiative, 35 seeders were made available to agricultural cooperatives in different regions of the Kingdom to cover an area of 10,000 hectares.

HIGHLIGHTS



Participation in the conference “African Women Taking the Lead” in Ethiopia

ElleMoutmir capacity building program dedicated to women took part in the first conference "Boosting Intra trade: African women taking the lead" organized at the African Union Headquarters in Ethiopia from December 3rd to 5th, 2019. Sponsored by OCP, this conference witnessed by the participation of 5 cooperatives supported by the ElleMoutmir program. During this conference, Al Moutmir initiative was presented to the panel "Cooperatives for women's empowerment: The Moroccan and Ethiopian experience for the benefit of the South/South cooperation". The exhibition of Moroccan cooperatives was a great success.



Al Moutmir participates in the "World Agri-Tech Innovation Summit" in London

OCP took part in the 7th "World Agri-Tech Innovation Summit" on October 15th and 16th in London under the theme "Connecting Business and Innovation for Healthy Sustainable Food System". OCP participation in this event was an opportunity to promote its vision of digital transformation in the agricultural field. In addition, Al Moutmir team attended the "Flexible Innovation" seminar and presented the digital and technological innovation offer developed by OCP to better serve farmers and especially small ones.



Launch of @tmar: the free agricultural advice application for everyone, everywhere in Morocco

Eager to extend its local support to all farmers and everywhere in Morocco, OCP enriches its offer by launching @tmar, a mobile application for agricultural advice in Morocco. Developed with and for farmers, @tmar aims to make scientific information available to all, while facilitating decision-making related to their agricultural activity, particularly on the technical, agronomic and economic aspects. Available to everyone on the App Store and Google Play, this application meets the real needs and concerns of farmers, especially small ones.

KEY FIGURES

2018 - 2019



Over
30 000
soil tests



Over
30 000
farmers supported



Over
600
no-till platforms



Over
200
localities visited by
Al Moutmir mobile program



Over
30
operational
selling points



Over
600
souks
and Moussems



Over
4 000
demonstration
platforms



A team of
100
agricultural engineers



Presence in
30
provinces

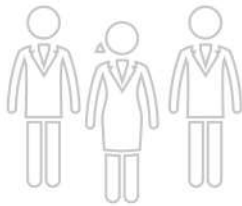
A MULTI-TARGET CAPACITY BUILDING PROGRAM



Over
10 000
training sessions
for farmers

El MOUTMIR

Over
4 000
training sessions
for women



Over
100
young people supported
as part of the "Young leaders"
program



Over
350
cooperatives
supported

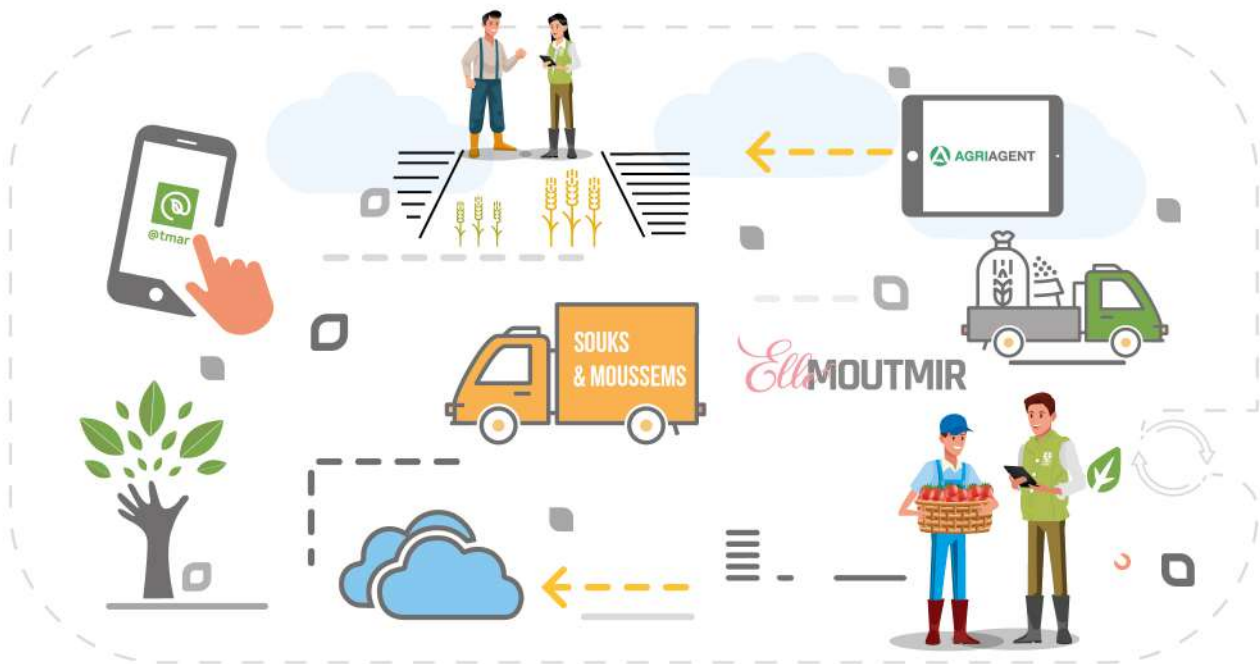
02

LEARN

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Over 30 000 tests performed
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Learning for Al Moutmir means living as close as possible to farmers, knowing their challenges, needs and expectations in order to be able to offer them tailored solutions. Learning is also achieved by capitalizing on lived experiences, highlighting success stories, valuing tangible and intangible capital and bringing it to life.

Learning implies also working in good collective intelligence with the various stakeholders acting for the development of the agricultural sector, developing synergies, promoting consultation and sharing.





AL MOUTMIR, CUSTOMIZED FARMING SOLUTIONS

Co-developed with and for the ecosystem

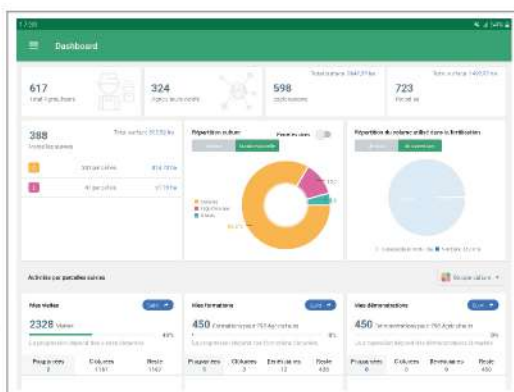
Through its daily mobilization close to farmers, Al Moutmir team sets for an ongoing process of learning and gathering feedback in order to adapt its offer to the identified needs. This virtuous loop allows OCP to be constantly on the lookout to offer adapted and end-user-oriented solutions.

Each agronomist has a standard daily monitoring and support program for farmers. The program includes soil testing, training, demonstration platforms, monitoring and advice.

Typical program of an agronomist engineer



This daily routine is supported by digital tools that promote capitalization on the needs identified and the solutions proposed.



Agriagent is an integrated management solution for the activities of Al Moutmir team. It covers extension services, cropping operations and analytical accounting of farms, management and monitoring of yields.

This digital solution allows real-time monitoring of engineers' field activities and their interactions with the farmers they support.

OUR REFERENTIAL IS SCIENTIFIC

The scientific approach is at the heart of AI Moutmir initiative to ensure the sustainability of the offer. Our sources: the recommendations of Morocco Soil Fertility Map as well as the results of soil testing carried out at mobile laboratories and at the Mohammed VI Polytechnic University in Benguerir laboratories and national partner laboratories.

In order to ensure this data is shared with all, AI Moutmir team developed

the Agripedia platform. This website includes an aggregated scientific repository, made available to everyone according to their needs: agricultural engineers, farmers, students and any person who is keen on farming. The platform brings together a range of scientific data relating to different cultural practices (technical guides, thematic flyers, demonstration videos, etc.). The site is available both in Arabic and French.



Al Moutmir mobile laboratory heading to Lalla Takerkoust in Marrakech to carry out soil testing.

SOIL TESTING OFFER

Over 30 000 tests performed

Al Moutmir program makes the scientific offer available first hand to farmers through mobile laboratories that travel throughout Morocco and carry out free soil tests. Other tests are also carried out at the laboratories of Mohammed VI Polytechnic University in Benguerir and other national laboratories.

Aware that soil testing are the first step to balanced fertilization, OCP

mobilizes its human and technical resources to support farmers and allow them to carry out sampling in a scientific manner. Thus, several explanatory and demonstration sessions are organized in the fields and during Al Moutmir mobile program activities. Educational materials are also distributed to farmers (flyers, demonstration videos, etc.) to enable them to be autonomous and to carry out sampling on a scientific basis.





باتباع شكل مثلثي

باتباع شكل حرف x

Soil sampling demonstration session - Al Moutmir mobile program. Khenifra



Demonstration platform

Farmer's plot

THE DEMONSTRATION PLATFORMS PROGRAM: SEEING IS BELIEVING

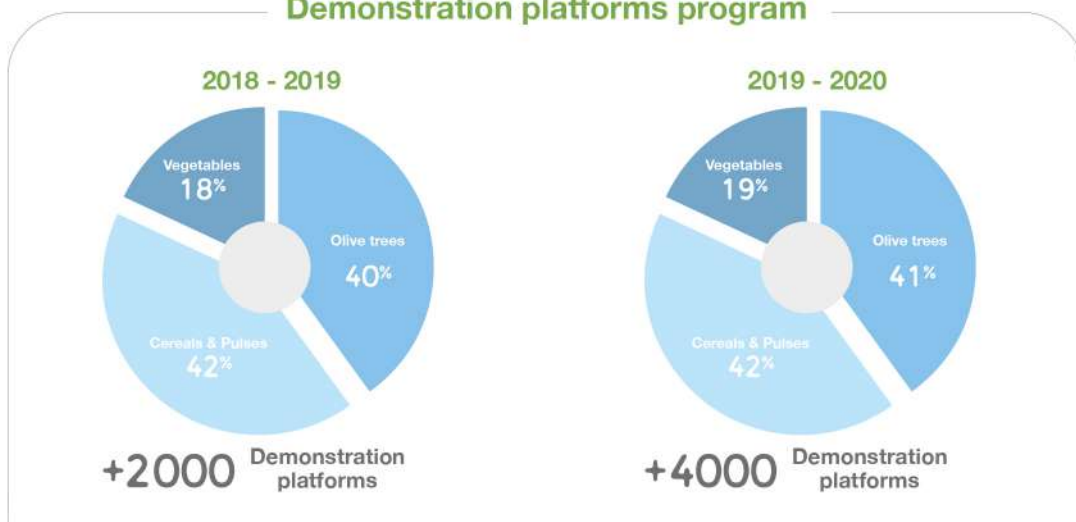
Over 6000 platforms since program launch

Through the Al Moutmir program, OCP has set up a range of demonstration platforms in different provinces of the Kingdom and covering several crops (cereals and pulses, arboriculture, vegetables, etc.). The platforms are indeed a powerful extension tool for demonstrating scientific recommendations and agricultural innovations. Co-developed and produced in partnership with the agricultural ecosystem and the scientific ecosystems, these platforms are installed in the fields of volunteer farmers and allow to demonstrate the considerable impact of adopting best agricultural practices on the yield and quality

of agricultural production, the income generated and also on the balanced consumption of fertilizers.

Each platform relates to the application of the best inputs, agricultural operations and techniques, from soil tillage to harvesting. This allows the farmer to compare between the impact of good practices and his own practices. The objective is to create an emulation and induction effect carried by the farmers who hosted these demonstration platforms, true ambassadors of good practices and guarantors of the continuity of the effort.

Demonstration platforms program

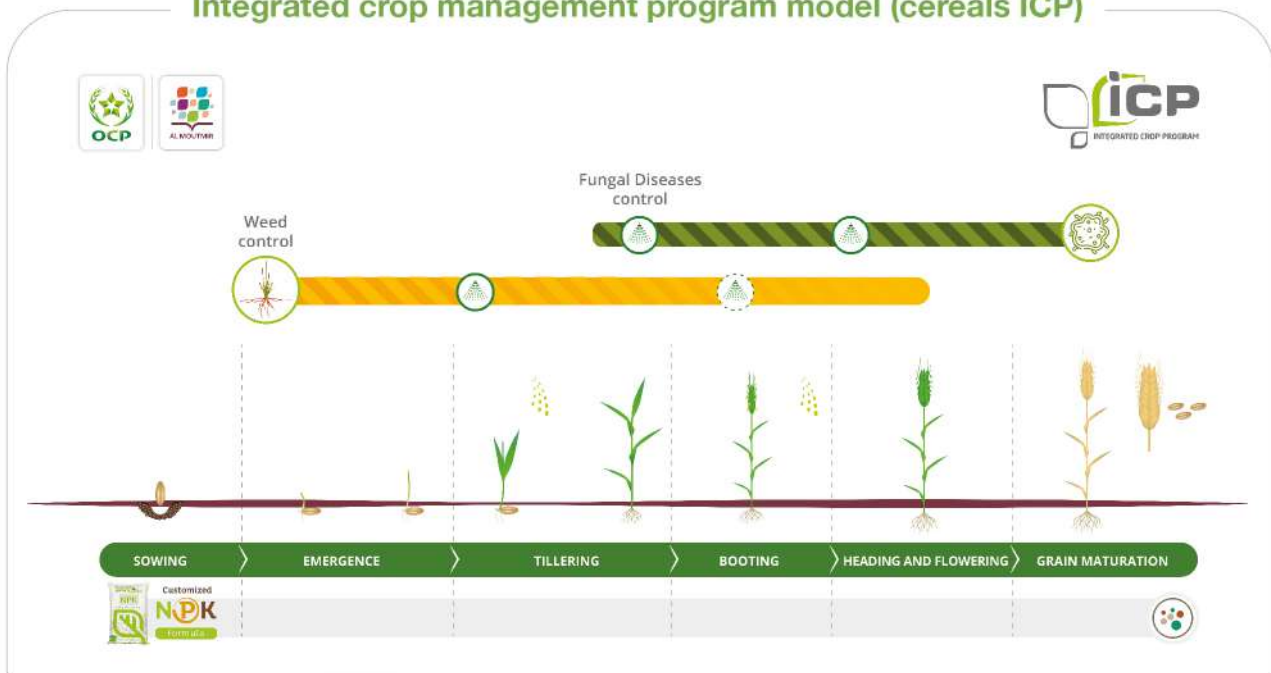


An integrated, durable and extensible model



100% financed by OCP, the demonstration platforms benefit from scientific monitoring provided by Al Moutmir agricultural engineers. An Integrated Crop Management Program (ICP) is set up for each platform and covers the technical itinerary for each crop production.

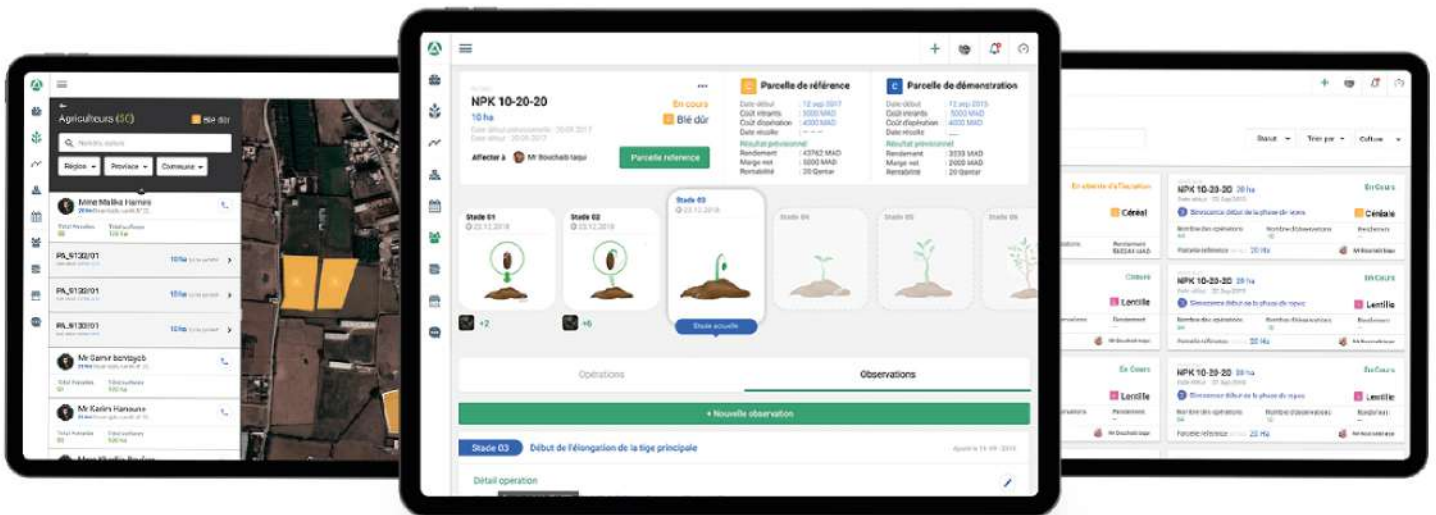
Integrated crop management program model (cereals ICP)



It also ensures the introduction of best agricultural products and techniques in order to allow farmers to adopt the best agricultural practices. The demonstration platforms program is supported by best in class partners who work alongside Al Moutmir agronomists engineers.



All the monitoring of the demonstration platforms is digitalized via the Agritrial application. This application makes it possible to follow the evolution of each platform along the different phenological stages of the monitored crop. It also makes it possible to build on the acquired agronomic knowledge and thus facilitates its sharing with the research ecosystem and all the stakeholders who are interested in the development of agriculture.

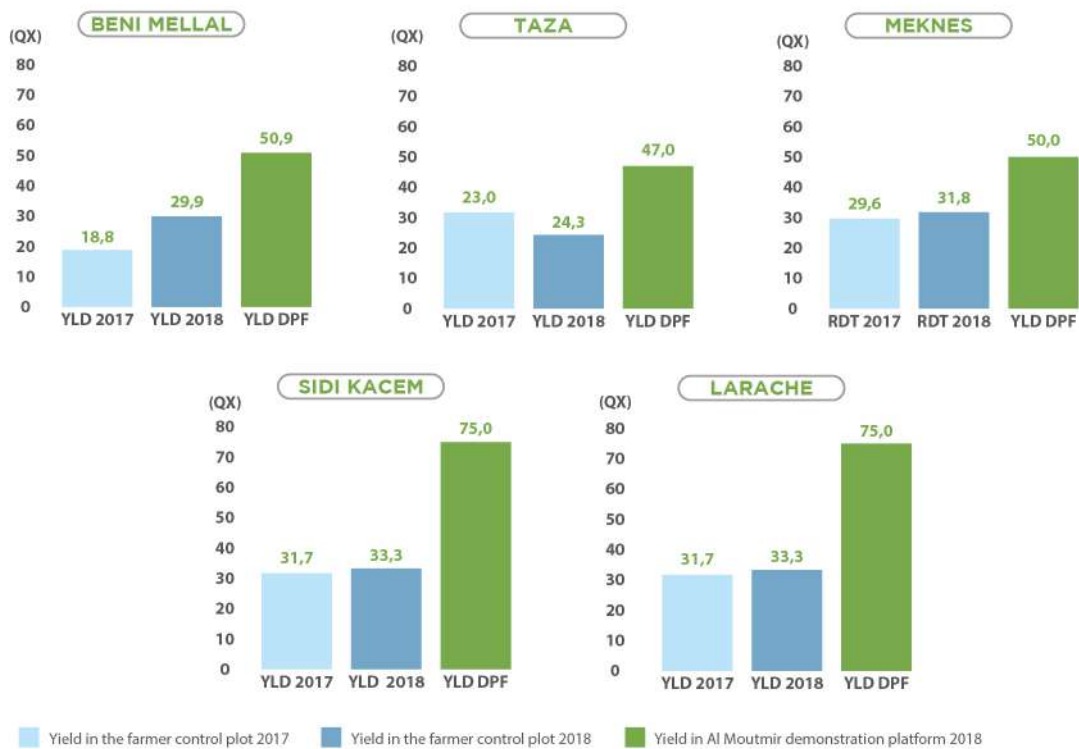


PROMISING RESULTS:

Demonstration platforms for cereals and pulses (2018-2019 campaign)

The demonstration platforms recorded a significant impact on several levels: yields, grain quality, vegetative aspect and resistance to water stress.

1. Impact on yields



2. Impact on grain quality

Superior quality compared to farmers' control plots. The demonstration platform of cereals and pulses has left more straw thanks to good technical practices, which has a considerable impact on livestock farming, especially in the arid zones that suffer from drought.

3. Impact on the vegetative aspect and resistance to water stress:

We have noted a big difference between the platforms managed by Al Moutmir teams and farmers' control plots: better developed vegetative aspect and good resistance to water stress.



4. Impact on the consumption of NPK Blend fertilizers:

The vast majority of farmers accompanied by Al Moutmir have adopted the recommended NPK Blend regional formulas instead of the standard fertilizers used before.

Some farmers have used customized NPK fertilizers supplied at the platform level as part of the Smart Blender offer (mainly vegetables).



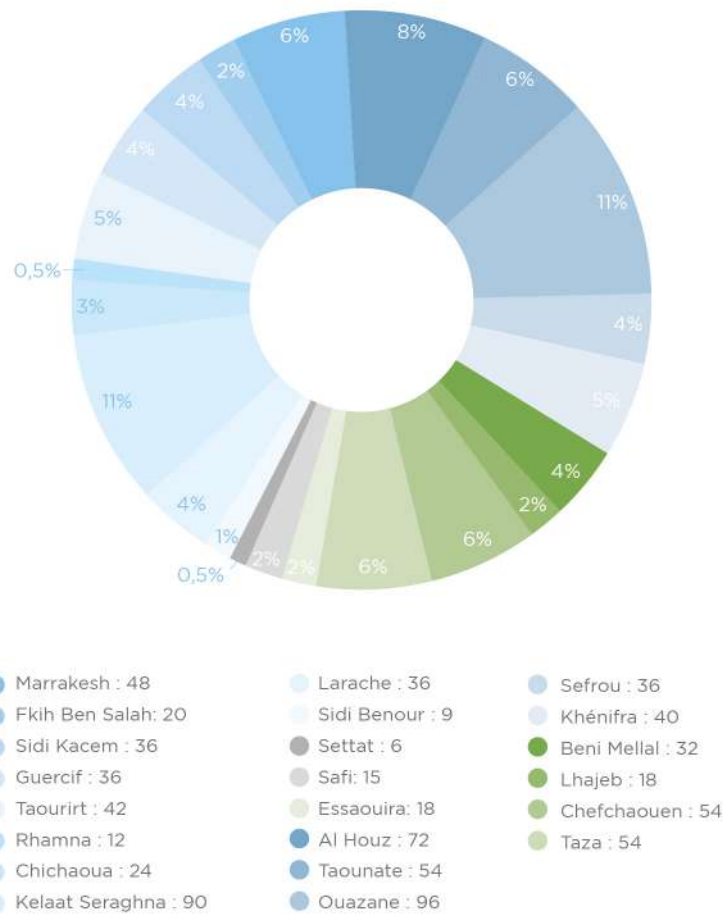
Demonstration platforms for olive trees (2018-2019 campaign)

The olive tree is of great importance in Morocco and is considered as one of the priority sectors of the Green Morocco Plan. The area of olive groves is estimated at more than 1.07 million hectares in 2019, i.e. 12.3% of the UAA and 65% of the tree areas.

Al Moutmir olive tree program launched in 2018 was very ambitious. It involved

848 platforms in partnership with 256 farmers spread over 22 provinces, belonging to three distinct agrological zones. The platforms mainly concerned small producers and we made sure that the platforms are the most representative of the national olive grove in terms of age, density, agricultural practice and varietal profile, etc.

Distribution of platforms by province





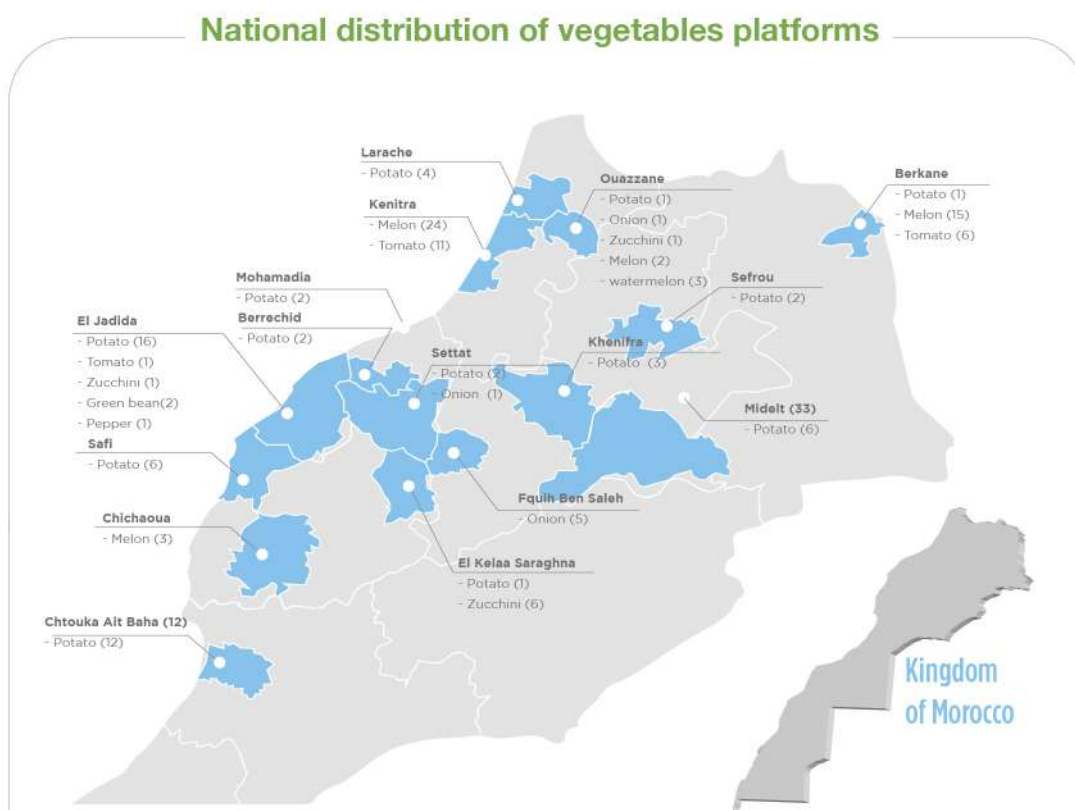
Demonstration platforms for vegetables (2018-2019 campaign)

Vegetables in the open field occupies an important place nationally. They occupy an annual area of around 280,000 hectares and produce around 7 million tons, 88% of which is destined to the local market while 12% goes for export and processing.

Potato leads this area with (22 to 24%), followed by melon and watermelon (18-20%), onion (10 to 12%), tomato (8%), carrots and turnips (5 to 7%).

Taking into account the importance of this sector, Al Moutmir program dedicated 98 platforms including 247 demonstration plots to vegetables.

The platforms concerned several vegetable crops in 16 provinces: potatoes, onions, tomatoes, zucchini, green beans, peppers, melons and watermelons.





Exchange between Al Moutmir agricultural engineer and Mrs. Naima El Merghichi, agriculturist member of the Moroccan Association for Agricultural Development.

Demonstration platforms: an inclusive model

Demonstration platforms are an excellent support for stimulating communication with communities and creating real socio-organizational dynamics (farmers, retailers, cooperatives, associations, local authorities, young entrepreneurs, agricultural engineers, scientists, etc.).



The demonstration platforms program has created a dynamic of change at the level of rural communities through support and training. Supported farmers have become aware of the relevance of soil testing and its impact on their "business" and are already very interested in balanced soil fertili-

zation practices. The proximity and the permanent presence of agricultural engineers as well as their mobility impact the decision-making of farmers supported by the AI Moutmir initiative in the program and who have become very demanding for advice and support.



Exchange between Al Moutmir team and Lhaj Bitouch and his neighbor Ismail Blanda - Wheat demonstration platform, Khenifra



MECHANIZATION AND EQUIPMENT OFFER

Willing to support farmers throughout the agricultural value chain, Al Moutmir brings a range of services related to mechanization and agricultural equipment.

AL MOUTMIR MECHANICAL WORKSHOP

Produce locally to reduce costs

In collaboration with the Ateliers Centraux of Khouribga and Mohammed VI Polytechnic University of Benguerir, Al Moutmir set up a mechanical workshop with the objectives of managing the fleet of agricultural machinery and exploring existing technologies. This workshop is also

an incubator for start-ups working in the agricultural field. It provides them with the tools and support they need to prototype customized mechanical equipment and solutions: viable and easy solutions to produce locally at lower cost and closer to small farmers.



THE NO-TILL PROGRAM FOR A MORE RESILIENT AGRICULTURE

Over 10,000 hectares of no-till farming for the launch phase

Due to climate change, it has become necessary to look into territorial agro-ecological transition models of agriculture that can scale up varied and complementary adaptation measures. It is in this context that OCP launched its no-till farming offer in October 2019 with the help of several agricultural associations and cooperatives in Morocco. This initiative is part of OCP efforts to help promote measures to adapt Moroccan agriculture to climate change through resilient agricultural development.

As a pillar of conservation agriculture, no-till farming relies on the use of

suitable seeders with zero tillage, thereby preserving the soil, water stocks and microbial life of the soil. It is worth noting that several institutions and national partners such as the Ministry of Agriculture, Fisheries, Rural Development, and Water and Forests, Mohammed VI Polytechnic University of Benguerir, and INRA, have introduced this technique. The objective of Al Moutmir initiative is to support this momentum and, therefore accelerate the adoption of no-till farming in Morocco as a key lever of the new agro-ecological agricultural transition model in our country.

AL MOUTMIR NO-TILL FARMING PROGRAM: LAUNCH PHASE



Area to be cultivated

10.000

hectares



2.000

beneficiary farmers



35

seeders made available to farmers



Presence at

600

dedicated demonstration platforms



+350

cooperatives

A PARTNERSHIP AND INCLUSIVE APPROACH

Al Moutmir no-till program was designed and implemented as part of a participatory approach bringing together several players: associations and cooperatives, scientific experts, conservation agriculture experts, industrialists, etc. The seeders have been offered to cooperatives who have

been responsible for deploying the program according to established specifications and in coordination with Al Moutmir agricultural engineers. This dynamic positively affected the farmer and community relationship and stimulated collective decision-making.



Thami El Khabir,
President of the Tomi
Agricultural Cooperative
Province of Safi

Our experience with no-till farming started with Mr. Kamal Alhiane, Al Moutmir Agronomist Engineer, who explained this technique that was unknown to us before. He led several training sessions for the benefit of the farmers in our cooperative. Our tractor driver also received training on maintenance and adjustment of the seed drill, led by experts from Al Moutmir program and INRA.”

“Subsequently, Al Moutmir provided us with a new seeder which enabled us to carry out more than 290 hectares in several douars in the Dar Si Aissa commune. It was the special climatic conditions of this year characterized by low rainfall that pushed us to work only on this area otherwise we could have made more than 400 hectares.

The availability of the seed drill has enabled us to diversify the activities of our cooperative to generate income by mobilizing our tractor and the tractor driver for a symbolic benefit. This activity also triggered a reflection among the members of our cooperative on the possibility of responding to the lack of agricultural equipment and organizations dedicated to this type of activity in our area. So, we thought of acquiring a sprayer for herbicide treatment.





Exchange between the agronomist from Al Moutmir team and Mr. Thami El Khabir, President of the Tomi Agricultural Cooperative - Province of Safi



AL MOUTMIR MOBILE PROGRAM

Mobilizing big resources for small farmers

Al Moutmir mobile program supports the daily work of agricultural engineers deployed in all provinces of the Kingdom. The program takes place over 3 days in each province and serves over a hundred supported farmers everyday day.

It is a rich and varied program led by agricultural engineers, experts and scientific, industrial and media partners.

Demonstration sessions are first organized to explain to farmers the best way to take a homogeneous soil sample.

Demonstration sessions are also scheduled at the mobile laboratory level. Each attending farmer is supported by an agricultural engineer who explains to him the results of his soil testing and the right fertilization recommendations.

Workshops are also organized with our fertilizer distributors and also with retailers to bring the farmer closer to the product.

Question and answer sessions are animated by experts and live broadcast on YouTube and Facebook to allow other farmers who were unable to attend to benefit from the discussions.

Farmers also attend demonstration sessions of the Smart Blender, the aim being to inform them of the advantages of this production unit deployed near them to enable them to have customized fertilizers and thus reduce their expenses. The Smart Blender also allows them to save water and soil resources by providing the right dose at the right time.

Al Moutmir mobile program targets three main crop families: cereals and pulses, arboriculture and vegetables.



22
programs organized
since launch



+8 216
beneficiary
farmers



+200
beneficiary
cooperatives



3
main crop families:
cereals and pulses,
arboriculture
and vegetables



+10 000
free soil testing



+80
hours live broadcast of
"Sewlouna Njaouboukoum"
sessions on Medina FM and
on Facebook and YouTube



البلدية المتمم للاسواق والموسم



للمزيد من المعلومات يرجى زيارة موقعنا
www.ocp.ma

AL MOUTMIR SOUKS AND MOUSSEMS

Being with the farmer in the right place and at the right time

By launching the agile Al Moutmir Souks and Moussems program, the team wanted to meet farmers in remote regions in order to be with them at the right time and in the right place.

Indeed, Al Moutmir Souks and Moussems program aims to support farmers before the launch of each crop cycle: identify their needs, advise them in the choice of inputs and in the agricultural practices to adopt to increase their yields.

This program also facilitates contact between farmers and Al Moutmir

agricultural engineers in their province. Thus, fitted vans travel across the weekly rural Souks and the Moussems in order to listen and exchange with farmers. The agronomists engineers of each van discuss with the farmers several questions relating to the needs of the crops grown in each of the provinces visited and also according to the stage of the crop cycle concerned. The program also aims to familiarize farmers with the different solutions made available to them as part of the Al Moutmir initiative (technical and digital solutions, etc.).



+300

souks & moussems visited since the launch of the program



+6.000

farmers were able to benefit from the services of this proximity program



+6.000

leaflets distributed



AN INNOVATIVE DIGITAL OFFER

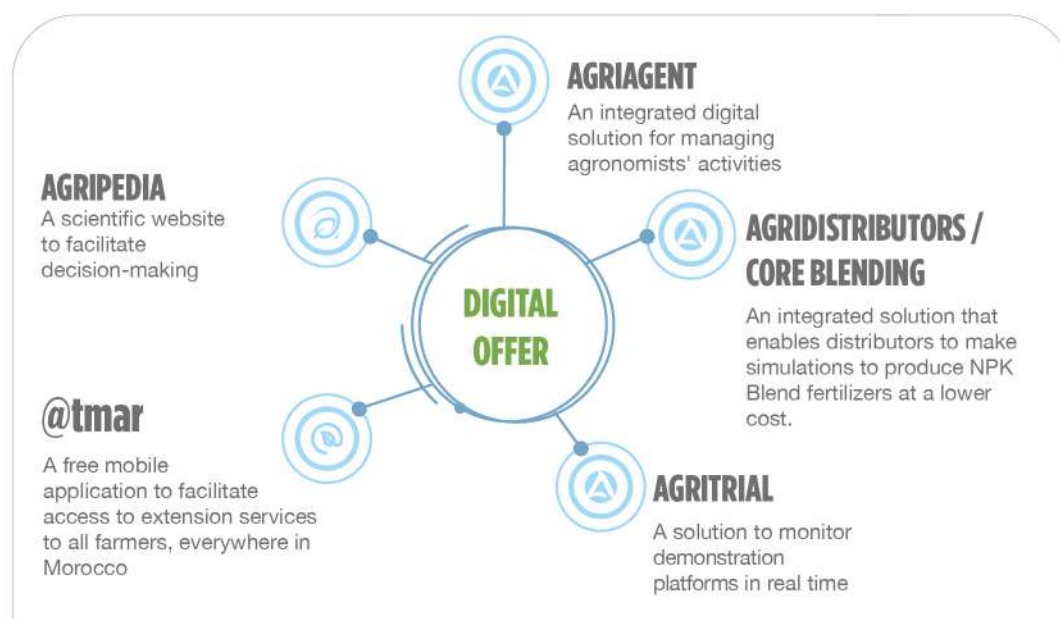
To better serve the ecosystem

At OCP, we believe that access to information is a right, and so is access to scientific information.

Digital tools are a way to democratize access to information and get the right information at the right place at the right time.

In this sense, Al Moutmir team in collaboration with its scientific and technological partners has implemented a set

of digital solutions ranging from soil testing to customized fertilization recommendations, in addition to capacity building programs for farmers and agricultural advice. Based on advanced technological concepts and models such as artificial intelligence and satellite imagery, these solutions make it possible to offer customized recommendations to support the farmer throughout the agricultural chain.

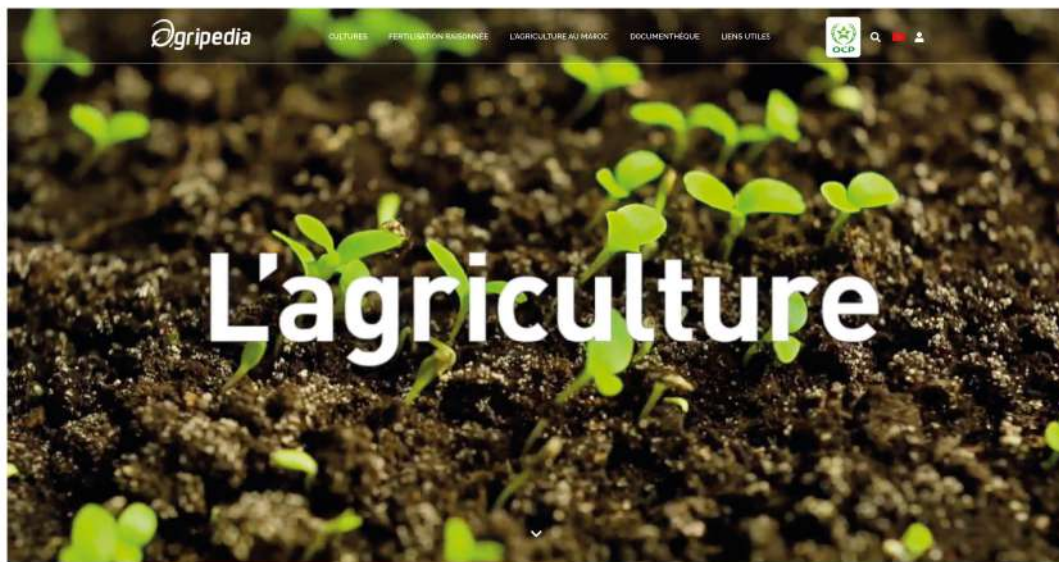




An agronomic knowledge encyclopedia available to everyone with a single click

A real scientific repository available for free to agronomists, farmers and students, Agripedia is a web platform that aggregates the agronomic knowledge and facilitates its sharing. Crop guides, demonstration videos, static and animated illustrations are among the references made available to users according to their needs.

Several groups of cultures are presented in this platform.



EXPLORER LES CULTURES



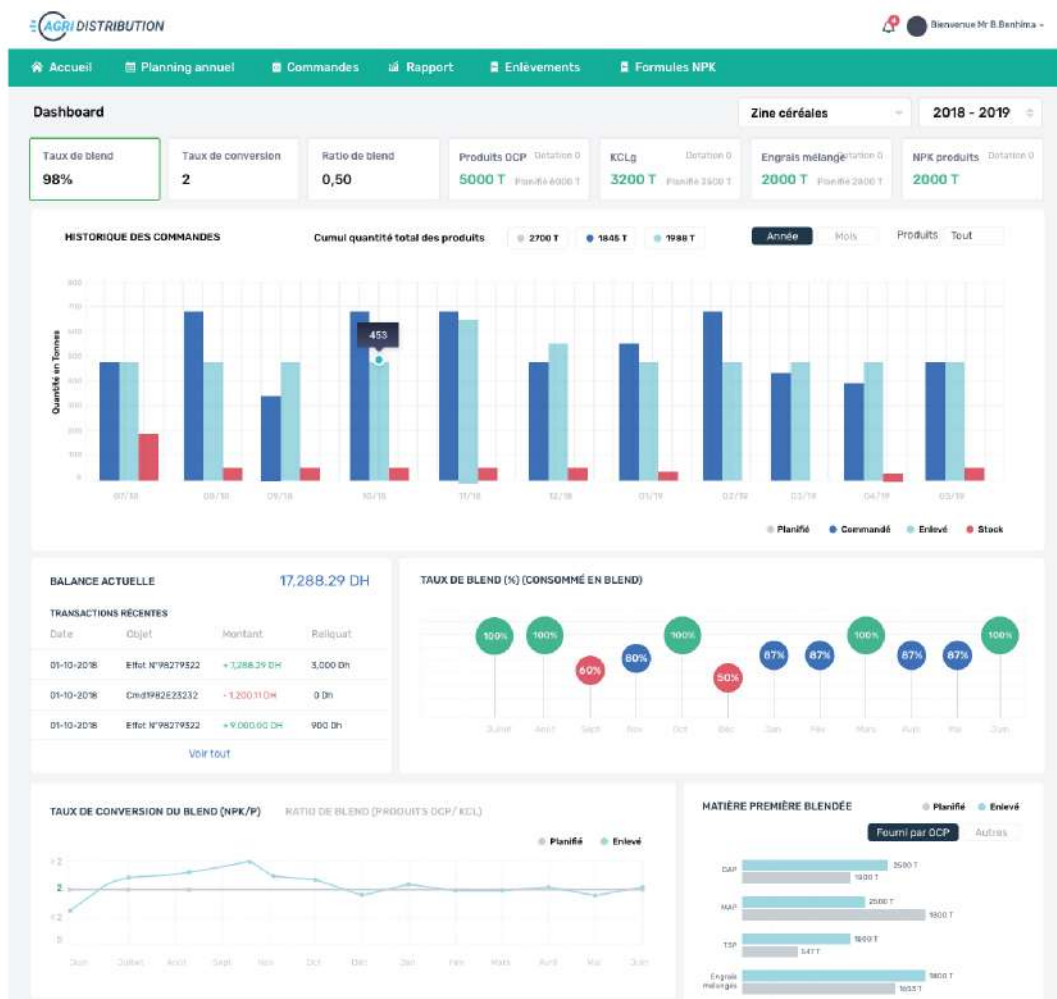
AGRICULTURE IN FIGURES



Facilitates the delivery of NPK Blend fertilizers to farmers in sufficient quantities and under optimal conditions

Agridistributors is a web application dedicated exclusively to our manufacturers-distributors of fertilizers to facilitate their daily work. It has two distinct components:

- Modeling of the operational process with OCP fertilizer manufacturers-distributors, to automate decision-making;
- Educational and technical tools adapted to the activities on which the recipients can rely to effectively conduct their daily activities (the regulatory aspect, Core Blending which is an integrated solution that gives quickly to fertilizer manufacturers the most interesting formulation as far as price is concerned).

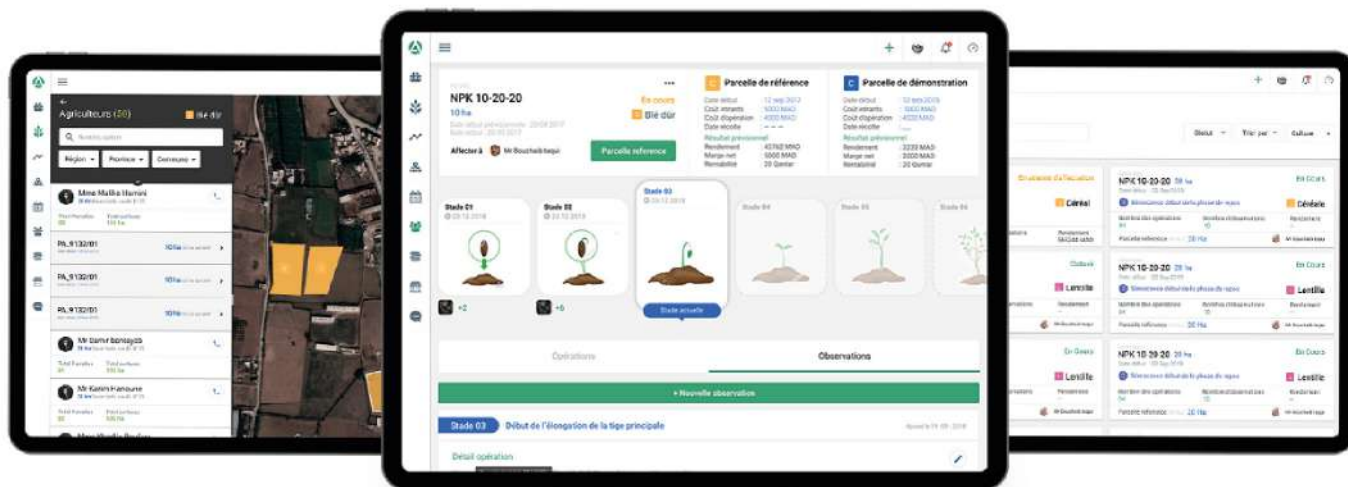




Digitalization of agronomic management and capitalization on field feedback

The Agritrial digital solution enables the digitalization of the agronomic management of demonstration plots. It allows real time feedback and monitoring of information on the progress of each platform.

Agritrial also allows us to build on the agronomic knowledge gathered from each demonstration platform. This source of agronomic and economic knowledge is made available to the scientific, academic and economic ecosystem. The objective is to share and capitalize on the feedbacks in order to offer farmers adapted solutions, and thus, to contribute to a prosperous and sustainable agriculture.







The extension services available to everyone and everywhere in Morocco

Aiming to extend its local support to all farmers and everywhere in Morocco, OCP, through the AI Moutmir program, has reinforced its offer by launching @tmar, a new mobile application for extension services.

Developed with and for farmers, @tmar aims to make scientific information available to all, while facilitating decision-making relating to their agricultural activity, particularly on the technical, agronomic and economic aspects.



Accessible for all with one click, this application which meets the real needs and concerns of farmers and especially small ones, now offers 6 operational services:



1 TRACK MY FIELD

Farmers benefit from customized monitoring of their crops, continuous assistance and recommendations adapted to the cycle and development of their crops.

2 NPK RECOMMENDATION

Provide farmers with the NPK formula recommendation best adapted to the needs of their soil, the intended crop and the expected yield.

3 PROFITABILITY SIMULATOR

This tool helps in economic decision making which enables farmers to calculate the potential benefits of their crops taking into account all agricultural operations.

4 MARKET INFO

This service gives access to the prices of agricultural products (fruits, vegetables and cereals) in reliable and accessible markets.

5 WEATHER FORECAST

A service that provides farmers with precise information on agricultural weather in real time in order to adjust their decision.

6 DOCTOR CROPS

A plant disease recognition service based on real images taken from the field. It offers valuable information and the appropriate control strategy.

With customized support for each farmer, @tmar already covers several of the most widespread crops in Morocco. @tmar will be upgraded progressively according to the needs and feedback of farmers to cover new speculations to identify and offer other services. This initiative comes to build on several achievements developed by Morocco and in particular within the framework of major collaboration projects between OCP and its various partners:

The soil fertility map, the fruit of an important partnership with The Ministry of Agriculture, Fisheries, Rural Development and Water and Forests.

The Scientific expertise developed by national scientific institutions and in particular the National Institute for Agronomic Research, the Hassan II Agronomic and Veterinary Institute, the National School of Agriculture of Meknes and the Mohammed VI Polytechnic University of Benguerir.

The technological expertise of IBM and Teal.

Easy and intuitive, this package of services is based on advanced technological concepts and models such as artificial intelligence and satellite imagery that enable customized recommendations to each farmer according to their needs.

@TMAR, 100% MOROCCAN APPLICATION

Designed and developed as a whole by a national technical expertise

Agronomists engineers, computer engineers, telecom engineers, solution architects, application designers and many other driving forces have contributed to the development of @tmar. All these players are aware of the vital role that technology can play in the new model of rural development and everyone is committed to supporting this challenge through real, efficient and customized solutions and services.



Several **DESIGN THINKING** sessions with farmers

ARABIC & FRENCH Versions

@tmar

Over **140 000 DOWNLOADS** in less than a month after its launch

Production in **11 MONTHS**

A call center and the AI Moutmir Facebook page were available to all farmers in order to support the appropriation by users of the various services offered and to support the use of digital technology for everyone and everywhere in rural areas.

The @tmar application is available for free on:



/AIMoutmir/



07 62 88 88 71/74

AL MOUTMIR SEEN BY THE MEDIA

In less than a year, the Al Moutmir team, directly connected to the agricultural ecosystem and has received great interest from local, national and continental media. The activity of the team was relayed on a regular basis. This allowed farmers, especially small

ones, to become aware of the initiative and its offer. It also facilitated the adoption of the scientific approach thanks to the testimonials of farmers and success stories relayed by the media.



Over 800
press articles



Presence on the cover page
of over 30 papers

Over 40
TV reports

Over 100
RADIO reports

Over 200
Web articles

2 live broadcasts
on national TV channels

Over 30 field visits
by reporters



Visit of African journalists
during the FMB



الصباح
الغربي

يقودها برنامج المثمر لـ OCP و المكتب الوطني للاستشارة الفلاحية
تجربة غير مسبوقه بـ « العطاوية » تقلب
المعادلة التقليدية لإنتاج الزيتون بالمغرب



OCP GROUP LAUNCHES CORPORATE VOLUNTEERING INITIATIVE FOR FARMERS



OCP LANCE À OUED ZEM LE PROGRAMME « ACT4FARMERS »
EN FAVEUR DES AGRICULTEURS



مكتب الفوسفاط يطلق مبادرة آكت 4 فارميرز لدعم الفلاحين



" تطلق آلية " المثمر لخدمات القرب
لمواكبة الفلاحين



Essaouira : LE DISPOSITIF D'ACCOMPAGNEMENT DES AGRICULTEURS
« AL MOUTMIR » FAIT ESCALE À LA COMMUNE D'OUNAGHA



« Al Moutmir Li Khadamat Al Qorb »
OCP À L'ÉCOUTE DES AGRICULTEURS DE SIDI KACEM



OCP ACTIVE « AL MOUTMIR LI KHADAMAT AL QORB »



Pour mieux accompagner les agriculteurs
OCP LANCE AL MOUTMIR



OCP POURSUIT SON SOUTIEN AUX PETITS
ET MOYENS AGRICULTEURS



MOROCCAN MINERAL FERTILISER COMPANY
READY TO PARTNER WITH GHANA



OCP LANCE LE PROGRAMME ACT4FARMERS À KHOURIBGA



OCP يطلق المرحلة التاسعة من برنامج
المثمر لخدمات القرب بمدينة الحاجب



Itinéraire technique d'Al Moutmir à Kelâa des Sraghna
IMMERSION AU CŒUR DE LA TERRE DE L'OLIVIER



بالفيديو... « المثمر لخدمات القرب » آلية
جديدة لدعم الفلاحة بالمغرب



LE GROUPE OCP CÉLÈBRE DIGNEMENT LA JOURNÉE
INTERNATIONALE DE LA FEMME RURALE



مجموعة OCP تحتفي بالنساء المزارعات
بمناسبة اليوم العالمي للمرأة القروية



« AL MOUTMIR » CONJUGUÉ AU FÉMININ

03

EMPOWER

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To **grow** is to endow farmers with the necessary means to fully assume their role as agents of change: build their capacities through training and connect them to the market to enable them to generate a lasting value.

At Al Moutmir, growth is extended by capitalizing on the success stories of local champions and enhancing the success of the women and men who drive the development of agriculture in our country.





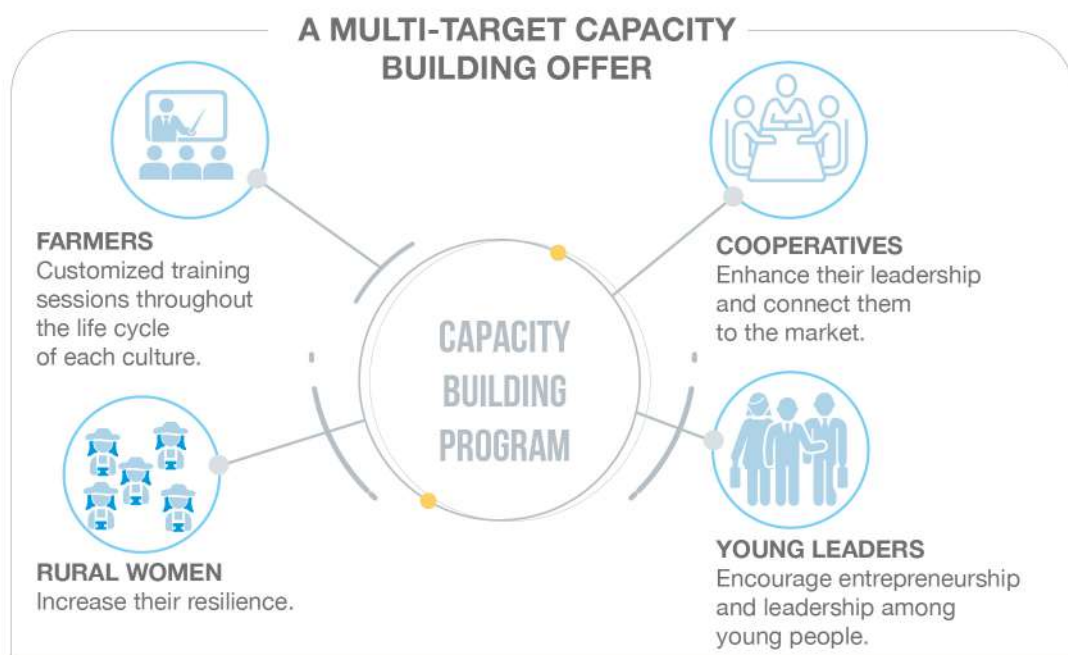
A MULTI-TARGET CAPACITY BUILDING PROGRAM

The farmer, a key player in successfully transforming agriculture

The success of agricultural transformation cannot be achieved without the farmer, the real agent of change. It is for this reason that Al Moutmir initiative invests primarily in people. Al Moutmir is setting up a multi-target and customized capacity building program allowing farmers to easily adopt best agricultural practices and to project themselves towards a sustainable agriculture that is a viable and profitable business.

Training and capacity building programs have been implemented with and for the farmer.

This way, several training sessions covering the fields of agronomy and managerial capacity building and soft skills were delivered in 2019 for different targets.



FARMER TRAINING OFFER

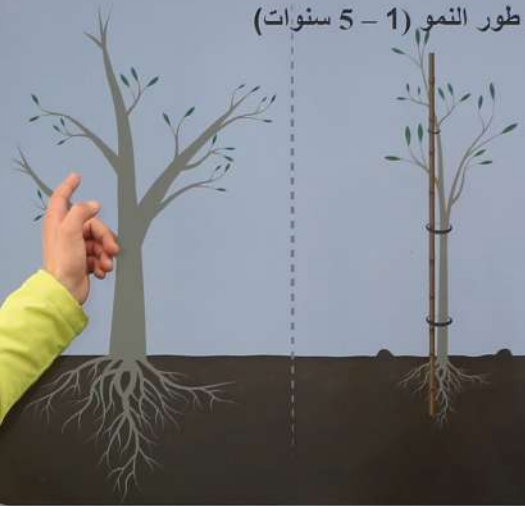
Since the launch of the capacity building program, over 14 000 training sessions have been provided. Led by our agricultural engineers, these sessions covered several crops throughout their entire life cycle. Technical supports are set up to extend agricultural knowledge and facilitate the adoption of best agricultural practices by farmers in different provinces of the Kingdom. A team of experts is also mobilized close to the farmers to address their questions and concerns in a timely manner.

The training sessions take place in collaboration with our provincial partners such as ONCA (Office National du Conseil Agricole) and the Regional Agricultural Departments.

Several educational materials are developed by Al Moutmir teams and their partners in order to facilitate the adoption of the best agricultural practices.



Taille de formation **تقليم التكوين**
جار في طور النمو (1 - 5 سنوات)



Training session about olive pruning techniques in the open fields. Chichaoua



ElleMOUTMIR

Women as an essential lever for the development of agriculture

The Ellemoutmir program supports women working in rural areas towards a posture of agents of change. It aims to enhance their activities, develop their individual and collective agricultural and entrepreneurial capacities.

This program includes four initiatives to meet the needs of rural women:

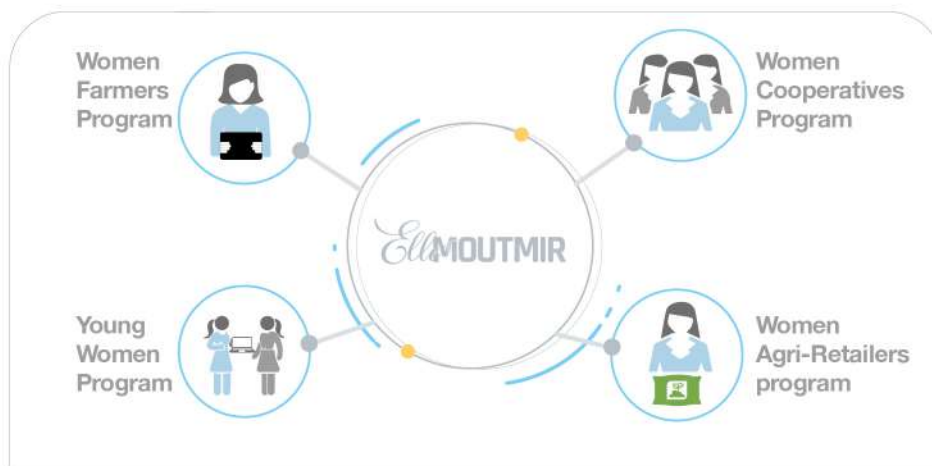
- **Women Farmers Program:** it includes local agronomic support for women farmers in the different provinces of the Kingdom, training and promotion of P2P relays in each province and support for networking and the realization of joint actions.

- **Women Cooperatives Program:** it targets cooperatives and professional women's organizations, working in the promotion of agricultural and local land products. The objective is to support them in building a solid and sustainable business. The services offered include local agronomic support and capacity building (technical, business skills and soft skills).

- **Young Women Program:** this program targets young women with an entrepreneurial spirit working in rural communities. It aims to support self-employment and the creation of businesses and cooperatives. The types of programs provided are specific

to each identified group, offering support for the identification of entrepreneurship opportunities, capacity building as well as technical and administrative support for the creation of small businesses or cooperatives.

- **Women Agri-Retailers Program:** it offers women entrepreneurs in the fertilizer sector capacity building actions, support for networking and carrying out joint actions, facilitation of business meetings with Al Moutmir partners and support for the diversification of products and services (Smart Blender, agronomic advice, tools, inputs, etc.).



OCP seeks, through ElleMoutmir program, to address complex and often related issues by adopting a partnership approach that mobilizes all stakeholders concerned with the development of the condition of rural women.





AL MOUTMIR

AL MOUTMIR

OPEN INNOVATION LAB:

An exchange platform par excellence

Launched in July 2019, Al Moutmir Open Innovation Lab is a platform for exchange and sharing. This initiative is part of the exchange dynamic initiated by OCP with the various actors involved in the development of the agricultural field in our country. The objective is to explore innovative models for the dissemination and sharing of scientific and technical knowledge with farmers who can foster the development of a prosperous and

sustainable agriculture. Several meetings are planned throughout the year around different themes: demonstration platforms, women, youth and attractiveness of the rural environment, capacity building, etc.

The first two meetings were a great success and were able to gather over 600 key players committed to the development of the agricultural sector in our country.

ACT I

SHARING THE RESULTS OF THE DEMONSTRATION PLATFORMS

The first meeting of the Al Moutmir Open Innovation Lab was dedicated to "Demonstration platforms: an essential lever to convey scientific knowledge to small and medium farmers". It took place on July 4th, 2019 at the Mohammed VI Polytechnic University in Benguerir and brought together the scientific community, agricultural engineers and farmers to exchange and explore the best ways to convey scientific knowledge. It was an opportunity to present the results of the demonstration platforms program dedicated to cereals and pulses.

An excellent opportunity to exchange with experts in order to benefit from their expertise to bring out new models adapted to the challenges of agriculture in our country and in other similar countries.

Renowned experts who enriched the debates between the various stakeholders led several thematic workshops.

Incentive prizes were awarded to the farmers who performed best.



ACT II

TRIBUTE TO RURAL WOMEN

Connect women for more impact

OCP paid tribute to all women on the International Day of Rural Women, which takes place on October 15 of each year, by dedicating the second edition of Al Moutmir Open Innovation Lab. Over 550 participants attended this event, which was held at the UM6P: farmers, entrepreneurs, economists, agronomists, artists, financiers, active women in associations, as well as representatives of several international and continental organizations (FAO, World Bank, UN).

Fruitful exchanges were marked by the testimonies of some women who wanted to share their commitment and determination.

For second edition, the Al Moutmir Open Innovation Lab allowed participants to explore the most innovative tools that reinforce the resilience of rural women and girls. Many themes were covered during the panels led by renowned experts: "Women, the beating heart of Moroccan and African rural development", "Rural women, guardians of ancestral values and creators of added value. A new look at the Moroccan/African immaterial heritage and its enhancement" as well as a session on "A look to the future: the rural woman catalyst of change and innovation".



Panelists from left to right:
Khadija Changa (NGO Dar Si Ahmed) and Samira Oubella (Dignity of Women for Development and Solidarity Association in Guelmim).

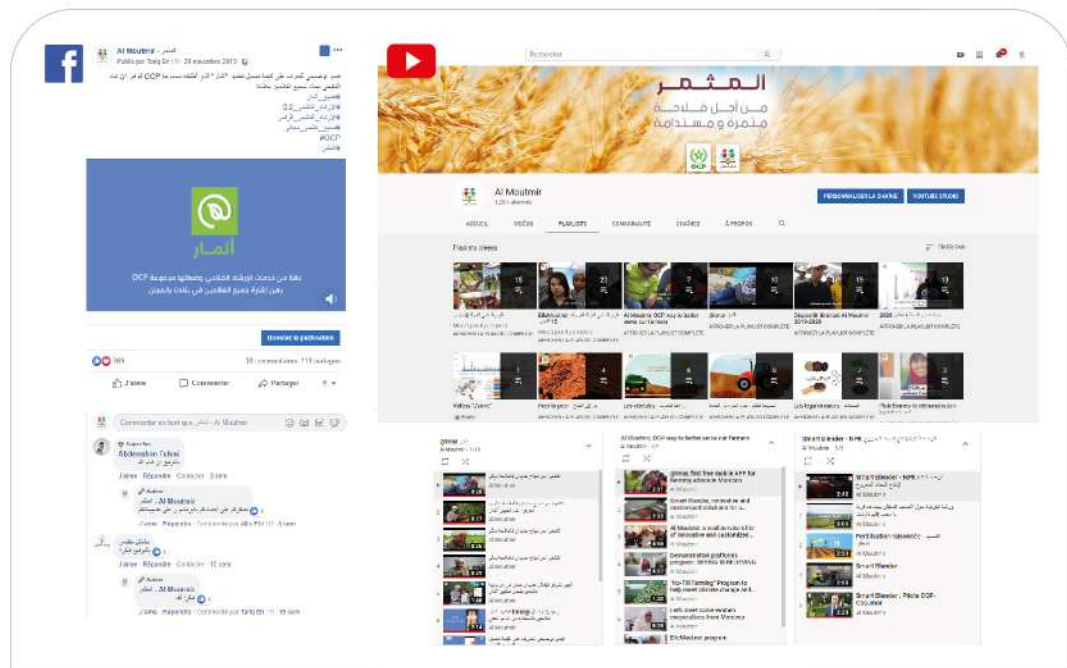
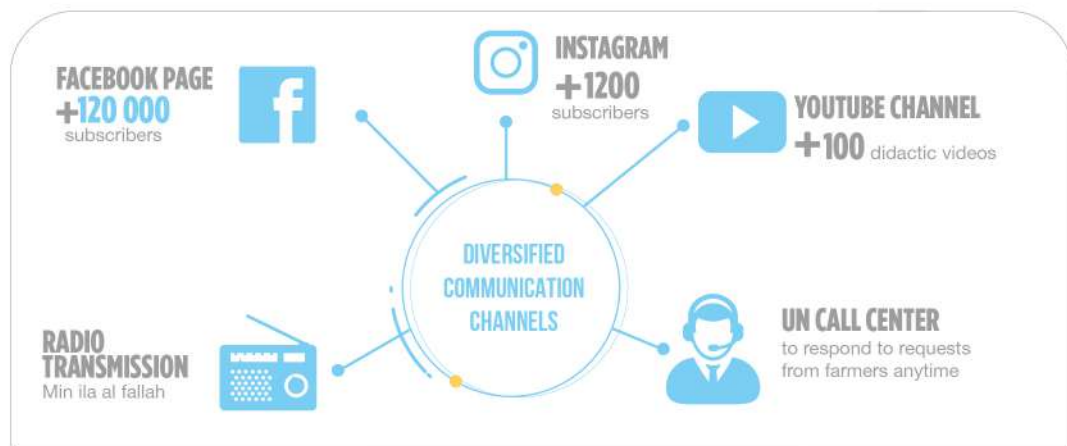


DIVERSIFIED COMMUNICATION CHANNELS

To bring scientific knowledge closer to farmers

Al Moutmir program has a wide range of communication tools aiming to create bridges of communication with the ecosystem.

These communication channels enable Al Moutmir program to be close to farmers to respond to their requests in real time and assist them in a timely manner.





ENCOURAGE PEER TO PEER COMMUNICATION

In order to serve a maximum of farmers, Al Moutmir initiated with voluntary farmers, a series of video clips called "Min Ila Al Fallah". In each video, a farmer shares with other farmers agricultural practices learned thanks to the support of the Al Moutmir team.

These videos, being in Moroccan

Arabic and emanating from fellow farmers, are a great success. They facilitate peer-to-peer learning and encourage farmers to adopt best agricultural practices.

Broadcast on YouTube and relayed on Facebook, these videos broaden the field of agricultural extension.





Mustapha Agoun, a farmer from El Hajeb province explaining in a "Min Ila Al Fallah" video how he uses the @tmar application to track his bean field.



TRAINING LOCAL LEADERS

To perpetuate the offer and have a lasting impact

Al Moutmir is based on an inclusive approach aimed at creating sustainable value for the entire agricultural ecosystem. The success of this approach relies on the unconditional commitment of all stakeholders who are committed on a daily basis to generate positive impact despite the challenges of the sector. These change agents and ambassadors work daily alongside Al Moutmir team

to create lasting impact and generate material and immaterial value.

Our approach is based on the identification of local leaders who benefit from an integrated support and capacity building program in order to ensure the succession and perpetuate the offer for maximum impact.



Two young entrepreneurs from Midelt receiving support from the "Young leaders" program.





When OCP mobilizes its volunteering collaborators to serve farmers

Al Moutmir is supported by volunteering OCP collaborators working under the Act4Community initiative. The latter is a community support initiative launched by OCP in 2016 to encourage the volunteering of its collaborators for the service of their communities.

Several collaborators are daily mobilized alongside Al Moutmir team to better serve farmers in different localities.

Each collaborator provides support based on the scientific framework

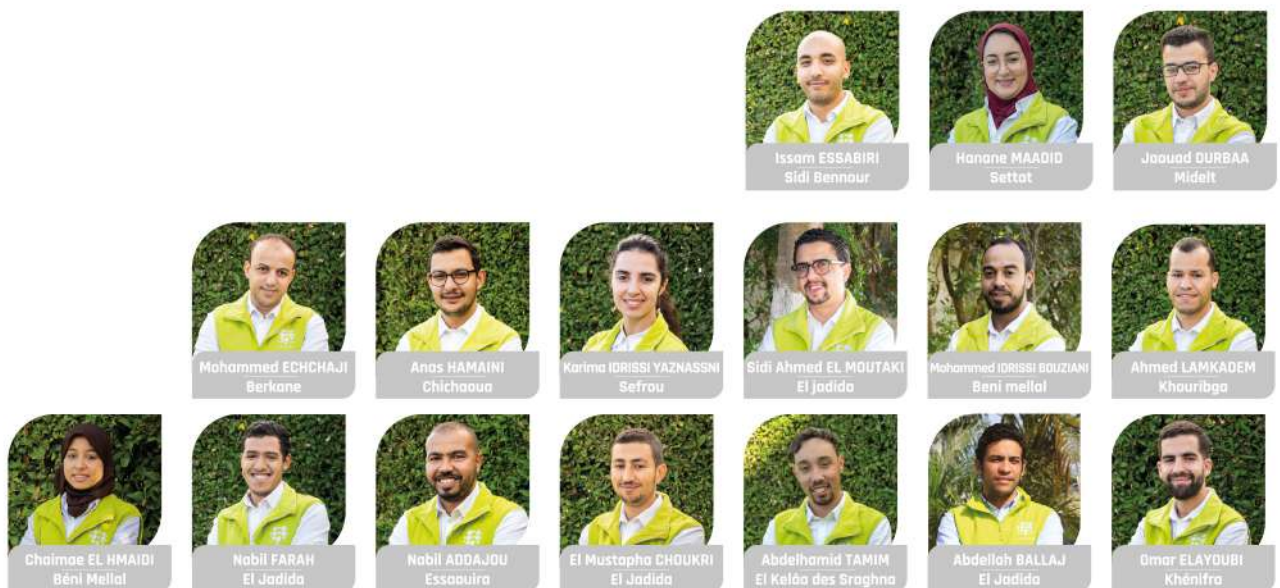
and the support of Al Moutmir teams settled in the provinces where they are located. In a short time, several initiatives have been launched by collaborators: training sessions, support in the fields, mechanization, follow-up and advice etc. The community acting for farmers is growing every day and the interest shown to the farmer and the agriculture continues to increase. This shows everyone's will to make themselves useful to the community by sharing scientific knowledge and enriching their own knowledge.

Al Moutmir is above all a human adventure

For sure Al Moutmir mobilizes technical and financial means but it is above all a human adventure carried by passionate men and women who take up the challenge of rural development, knowledge transfer and farmers' capacity building.

A human force of young agricultural engineers, men and women, mostly from the National Schools of Agronomy, motivated and proud to fulfill their duty of supporting farmers to become agents of change.

A young team that embodies "the Green Generation" as dreamed by our country and who works tirelessly to bring about a paradigm shift in national agriculture. The objective is to transform agriculture, especially among small farmers, from a social activity towards a business managed in a rational and efficient way to lead a decent life.





Omar EL JANAYANI
El Kelou des Sraghna



Issam BOUTGAYOUT
Béni Mellal



Ayoub MAALEM
Ouezzane



Abdellah Hamma
Casablanca



Samira BARZOUK
Larache



Hassan RAFIK
Casablanca



Issam BOUTAIBI
Khouribga



Hayat IDIER
Taounate



Abdelwahed DADA
Taourirt



Amine KEBBOU
EL Jadida



Soued BOUSSIF
Taroudant



Mohamed Amine EL JAMALI
Safi



Ayoub Ettouri
Azilal



Abdessamad ADNANE
Errachidia



Alyene BRIH
Khénifra



Soufiane BAMDOUH
Sidi Slimane



Ghita EL-BOUZAIDI CHEIKH
Khémisset



Ahmed Yassine TOUMI
Assilah



Fatima CHAARI
EL Jadida



Nada EL ATIFI
Azrou



Meryem DARIF
Marrakech



Abderrahmane
EL OUAZZANI TOUHAMI
Khouribga



Zineb EL HANADUI
Chichaoua



Chaïmae Idrissi
Khémisset



Younous FERSAT
Larache



Ihab EL OUAZZANI
Kénitra



Omaima LACHHAB
Essaouira



Brahim BOUKRYM
Khénifra



Imane HROUR
Taounate



Mehdi BOUZROUD
Sidi Kacem



Saloheddine BENKHALI
Tata



Anos NASSIRI
Kénitra



Chaïmae HACHMANI
El Haouz



Meryeme KELLOUAI
Berrechid



Sifeddine OUAHDANI
Sidi Kacem



Ismail EL-BOUALAOU
Guercif



Achraf NEJJOUM
Meknes



Wafae HALKHOUMS
Midel



Amine MAOUKIL
Taroudant



Aïman ACHEMRK
Fquih Bensaleh



Najoua ZIZI
Berrachid



Kamal ALAHIANE
Safi



Ikrame TABITI
Benguérir



Abdeddaim EL HAJJAM
Chefchaouen



Salma TSOUFI FAROUKH
Berrchid



Youness EL KAAOUACHI
Ouezzane



Yassine KARIB
Larache



Khalid AIT JILALI
Azilal



Kenzo EDDAKIR
EL Jadida



Chaïmae HSEIN
El Jadida



Mohamed EL HANSALI
El Jadida



Wiame BEN HAMMOU
El Jadida



Mohammed OULAHRAOUI
Khouribga



Loubna CHAGAR
Sidi Kacem



Aymen ZIDUANI
Marrakech



Hamza EL-GUAFY
El Jadida



Anass TOUMLI
El Jadida



Walid FATHALLAH
Khémisset



Ayoub Salah Eddine
EL MOKHTARI
Taza



Abdellah NAJMI
Ouezzane



Ayoub BOUASRIYA
Taza



Badre ZRINEH
El Jadida



Abdelaziz EL ABADI
EL-HAJEB

AL MOUTMIR IN PICTURES



Al Moutmir team preparing to welcome farmers-Launch of Al Moutmir mobile program dedicated to cereals & pulses at Hed Lebkhati - Safi - September 23rd, 2018



Sewlouna Njaouboukoum session led by the expert El Houssine El Mzouri Safi - September 2018



Visit of the Governor of Khouribga to Al Moutmir mobile program - October 2018



One-to-one sessions to explain soil testing results to farmers - Had Bkhati Al Moutmir mobile program - September 2018



Students following Smart Blender demonstration - Larache - February 2019



OFPPT students visit - Sefrou - March 2019



AI Moutmir mobile program for Olive tree - Sefrou - March 2019



Field training - May 2019



ENA Professor Rachid Bouabid during his speech at the first edition of the AI Moutmir Open Innovation Lab



AI Moutmir mobile program for cereals and pulses - Fkih Ben Saleh - October 2019



Participants in AI Moutmir Open Innovation Lab dedicated to rural women - October 2019



The Governor of Sidi Kacem presiding over the launch ceremony of AI Moutmir No-till program - Sidi Kacem - October 2019

AL MOUTMIR IN PICTURES



Women honored at Al Moutmir Open Innovation Lab dedicated to rural women - October 2019



Hicham Daoui, president of the El Baraka Cooperative of Oued Zem and contributor to the working group on @atmar



Visit of the students of the Technical Agricultural Institute to Al Moutmir mobile program Taounate - November 2019



Presentation of @atmar application to OCP collaborators - November 2019



Her Excellency the President of Ethiopia visiting the exhibition booths of Moroccan cooperatives - Ethiopia - December 2019



Representatives of Yamma cooperative exhibiting in Ethiopia - December 2019



Team building of the AI Moutmir team - El Jadida - December 2019



Integration seminar for agricultural engineers - December 2019



Exchange on a demonstration platform - Seltat



Al Mouaid Cooperative - Fkih Ben Saleh - February 25th, 2020



Presentation of Agripedia to farmers during the AI Moutmir mobile program for olive tree - Chefchaouen



Visit of an olive tree platform - Kelaa des Sraghna



Demonstration of the Smart Blender unit at Kariat Ba Mohamed

AL MOUTMIR IN PICTURES



Training session around the size of the olive tree in Chichaoua



Al Moutmir team supporting farmers in Ouazzane



Al Moutmir agricultural engineer in a training session in Zagora



A young man from Midelt attending a training session as part of the Al Moutmir Young Leaders Program



Monitoring of a demonstration platform - Khouribga



The mobile laboratory travelling to remote areas to perform free soil testing



Launch of a potato demonstration platform - El Jadida



Al Moutmir agricultural engineer exchanging with a farmer during a Souks and Moussem event - Taounate



Farmers taking part in the workshop organized during the Al Moutmir Open Innovation Lab dedicated to demonstration platforms



Yamna Charkir, a carpets artist painter - Khenifra



Hakima Barouda, President of the Moroccan Association of Women Farmers - Casablanca-Settat Region



Spirulina production cooperative supported by Al Moutmir - Chichaoua



Presentation of the Smart Blender at the 2019 SIAM - Meknes

Al Moutmir, always close to farmers



Abdeddaim El Hajjam, Al Moutmir agricultural engineer, expressing his gratitude for the trust of Mr. Said Arafa, farmer from Drara - Chefchaouen



For a more resilient and sustainable agriculture

**2, Rue El Abtal, Hay Erraha - 20200 Casablanca
contact : almoutmir@ocpgroup.ma**